

# ***2020 Resident Survey***

## ***City of Durham, North Carolina***



Presented by

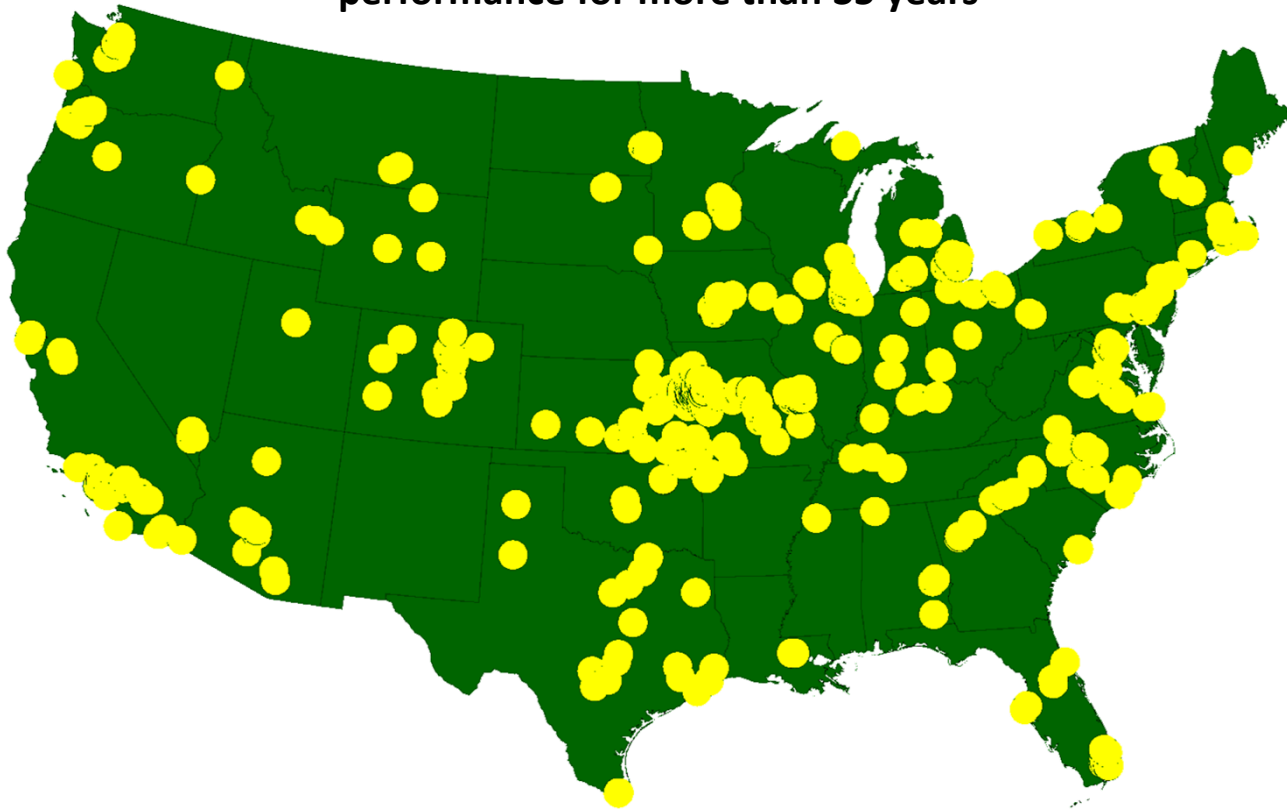


February 2021

# ETC Institute

## A National Leader in Market Research for Local Governmental Organizations

...helping city and county governments gather and use survey data to enhance organizational performance for more than 35 years



More than 2,200,000 Persons Surveyed Since 2010  
for more than 900 communities in 49 States

# Agenda

- **Purpose and Methodology**
- **Bottom Line Upfront**
- **Major Findings**
- **Summary**
- **Questions**



# Purpose

- **To objectively assess resident satisfaction with the delivery of major City services**
- **To help determine priorities for the community**
- **To measure trends from previous surveys**
- **To compare the City's performance with other similar sized communities**

# Methodology

- **Survey Description**

- ☐ seven-page survey; includes many of the same questions asked on previous surveys
- ☐ 11<sup>th</sup> resident survey conducted for the City

- **Method of Administration**

- ☐ by mail and online to random sample of City residents
- ☐ each survey took approximately 15-20 minutes to complete

- **Sample size:**

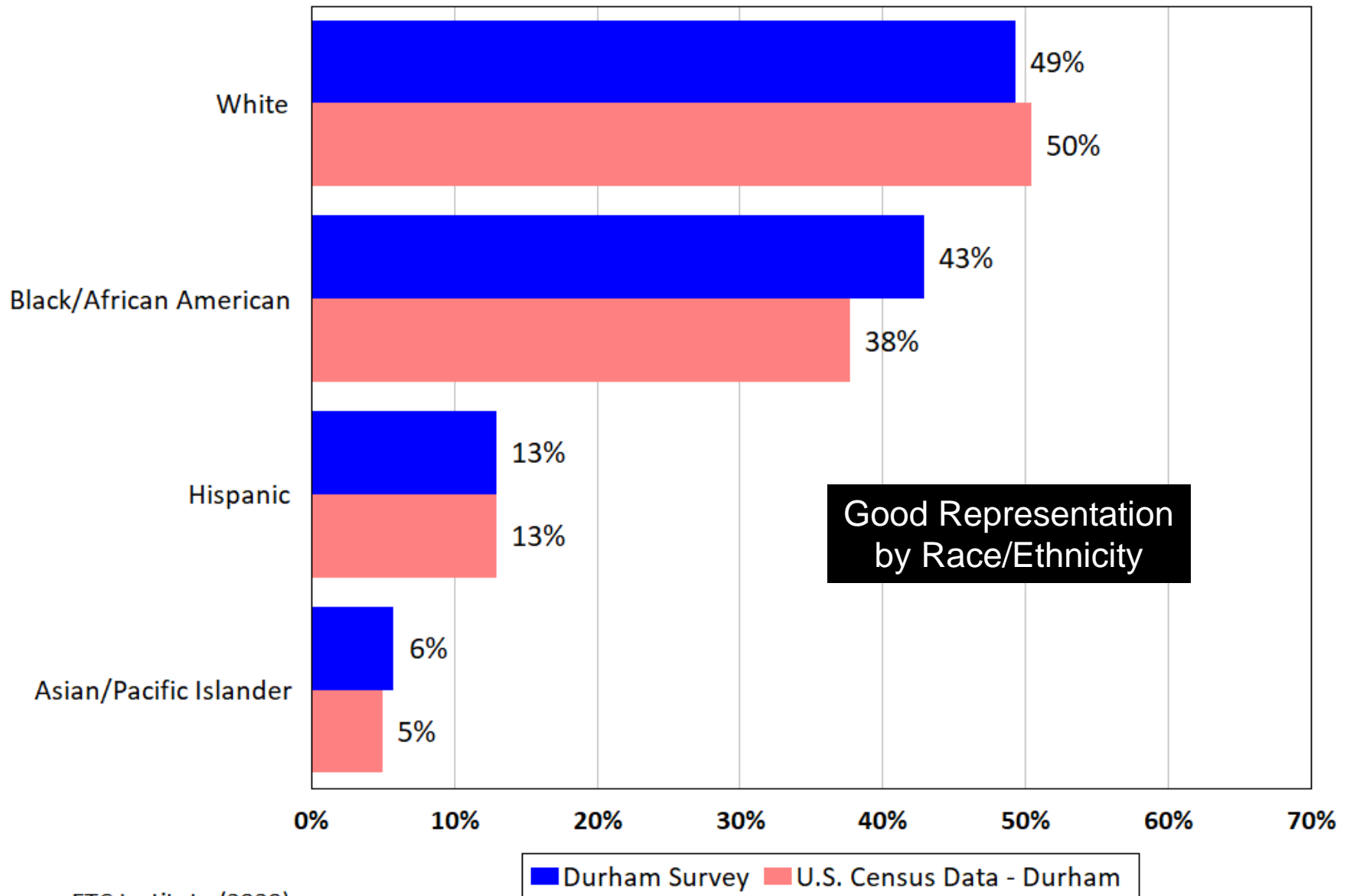
- ☐ total of 637 completed surveys
- ☐ demographics of survey respondents accurately reflects the actual population of the City

- **Confidence level:** 95%

- **Margin of error:** +/- 3.8% overall

# Demographics: Race/Ethnicity

by percentage of respondents (multiple choices could be made)

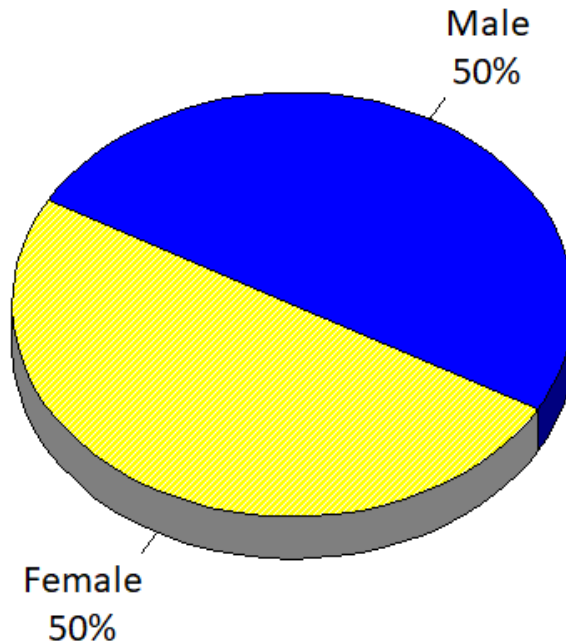


Source: ETC Institute (2020)

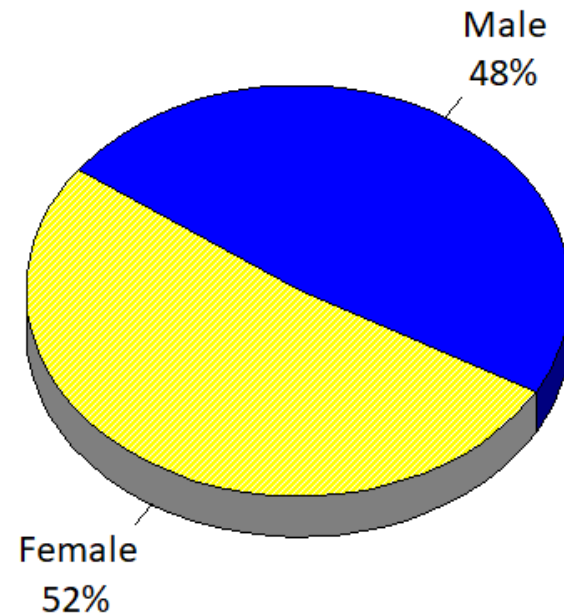
# Demographics: Your gender:

by percentage of respondents (excluding "not provided")

## Durham Survey



## U.S. Census Data - Durham

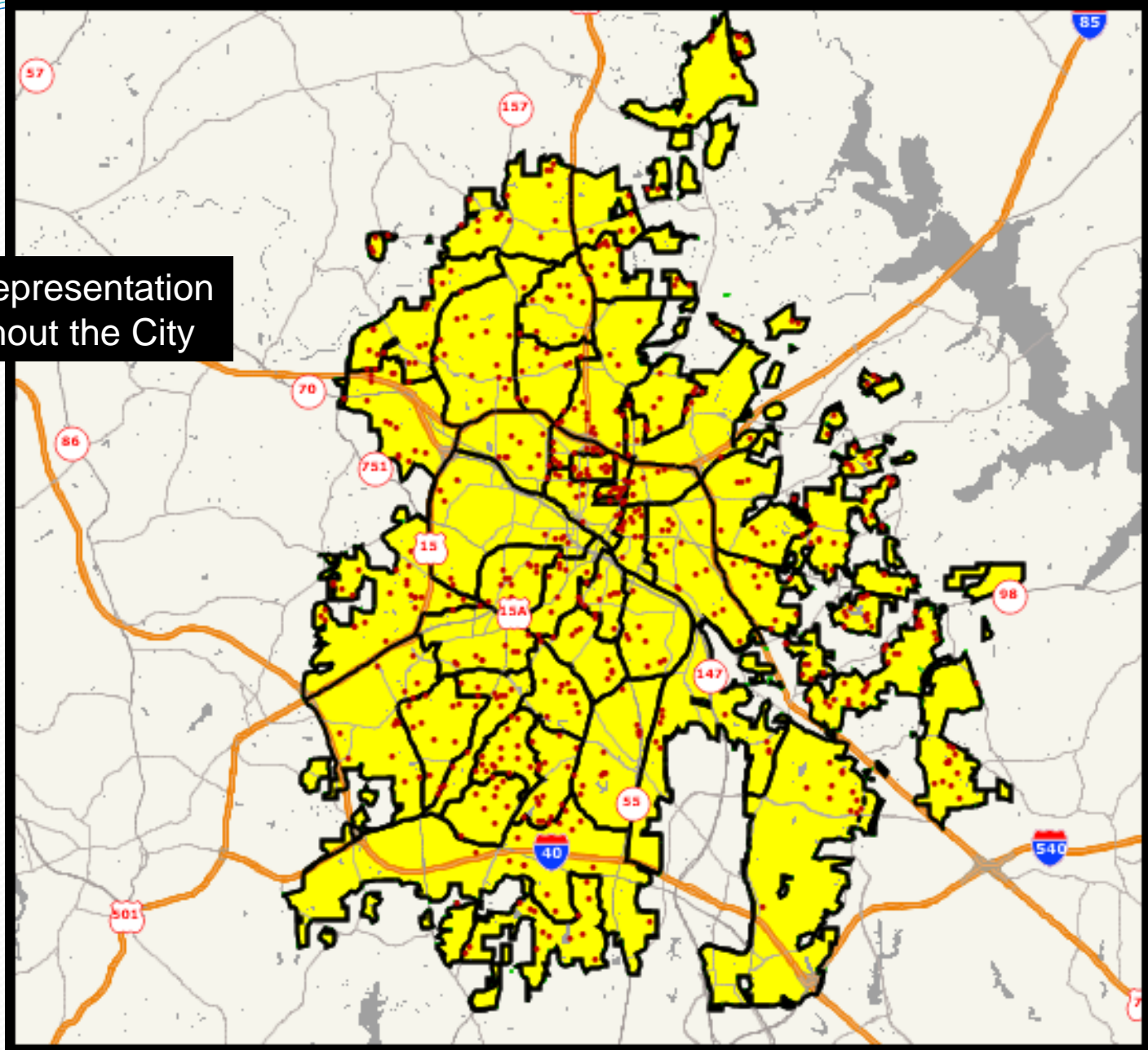


**Good Representation  
by Gender**



# Location of Survey Respondents

Good Representation  
throughout the City





# Bottom Line Up Front

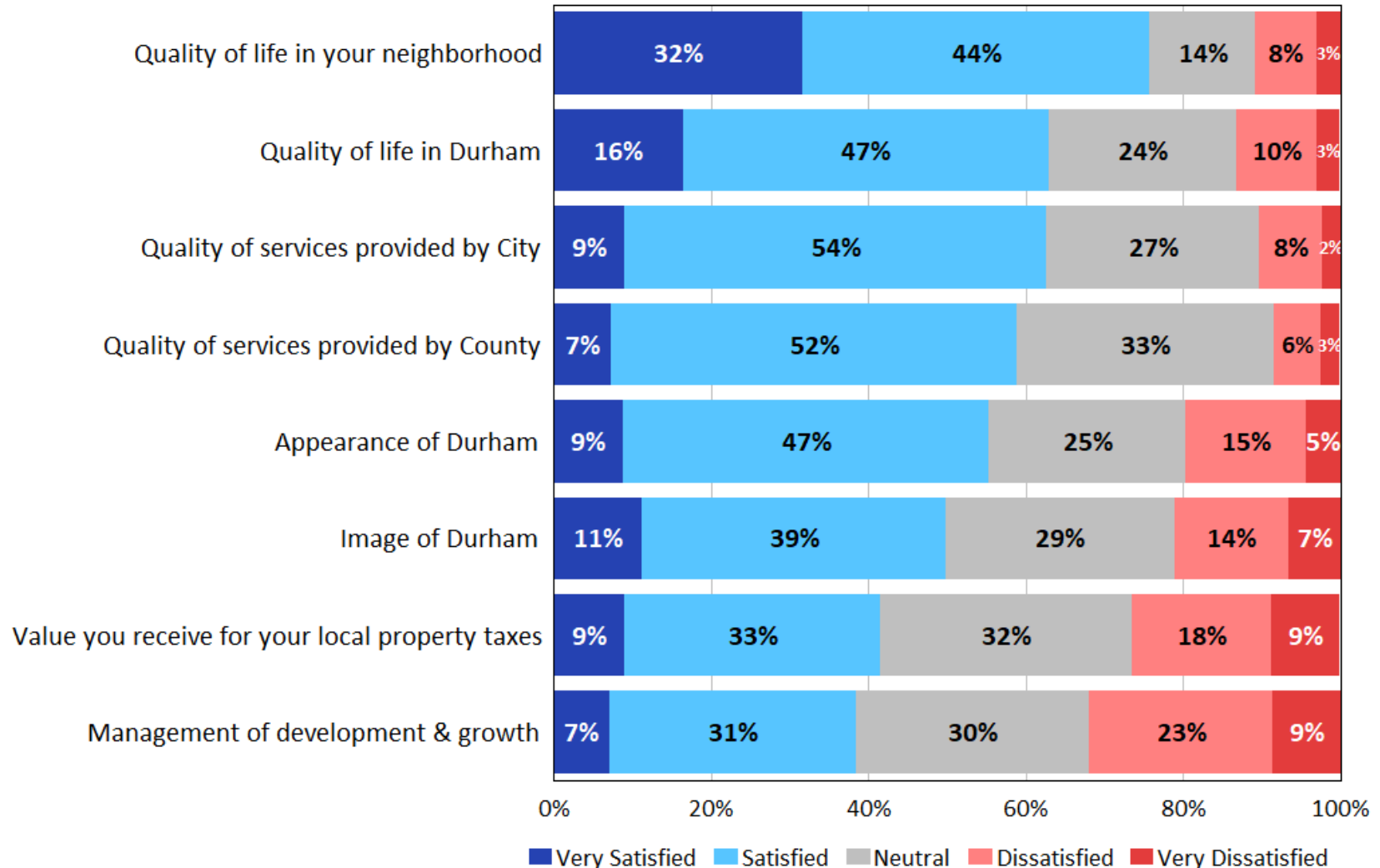
- **Residents Have a Positive Perception of the City**
  - ❑ 83% rated the City as an excellent or good place to live
  - ❑ 76% are satisfied with the overall quality of life in their neighborhood
- **Satisfaction Ratings Are Similar to 2019**
- **Durham Rates 21% Above the Average for Large Cities in the Overall Quality of City Services**
- **Durham Rates 33% Above the Average for Large Cities in Customer Service from City Employees**
- **Overall Priorities Over the Next 2 Years:**
  - ❑ Public Schools
  - ❑ Maintenance of City Streets
  - ❑ Police Protection

# **Major Finding #1**

**Residents Have a Positive  
Perception of the City**

# Q3. Satisfaction with Items That May Influence Your Perception of Durham

by percentage of respondents (excluding NA)

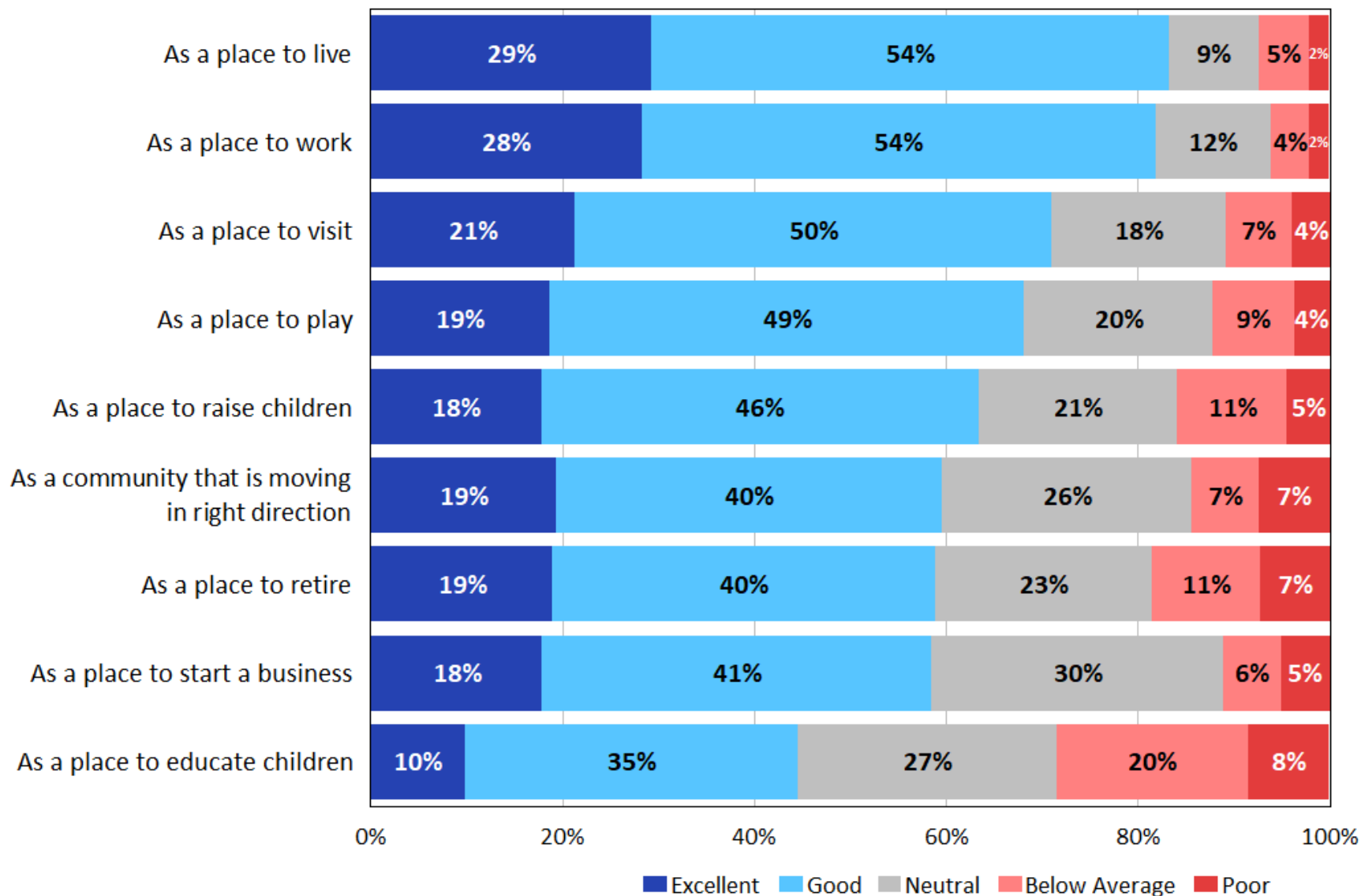


Source: ETC Institute (2020)

**More Than a 6-1 Ratio of Residents Who Are Satisfied vs. Dissatisfied with the Overall Quality of Services Provided by the City (63% vs. 10%)**

## Q24. Overall Ratings of the Community

by percentage of respondents (excluding NA)



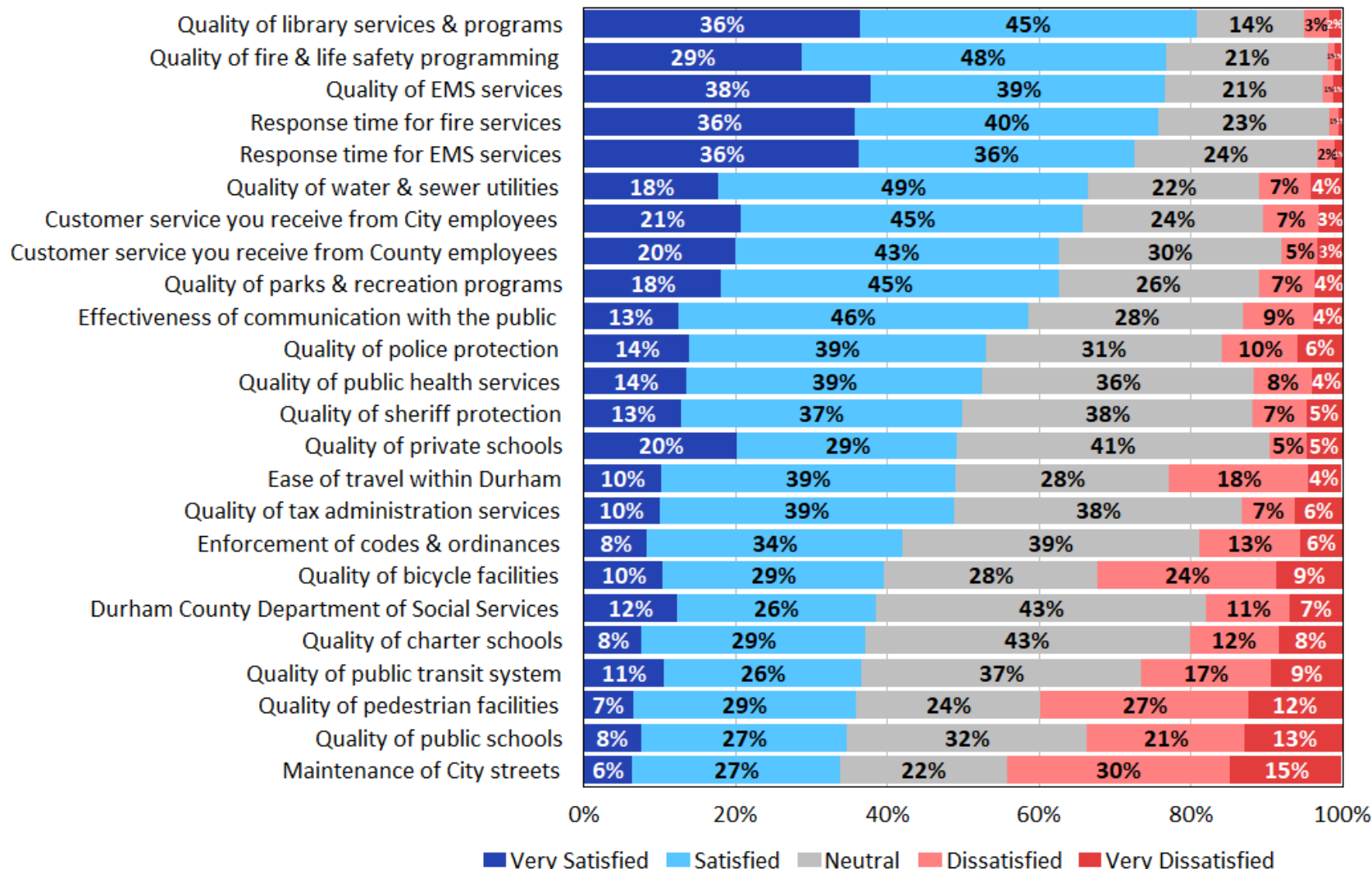
Source: ETC Institute (2020)

**Over 80% Rated the City as Excellent/Good Place to Live and Work**



# Q1. Satisfaction with Major Categories of City and County Services

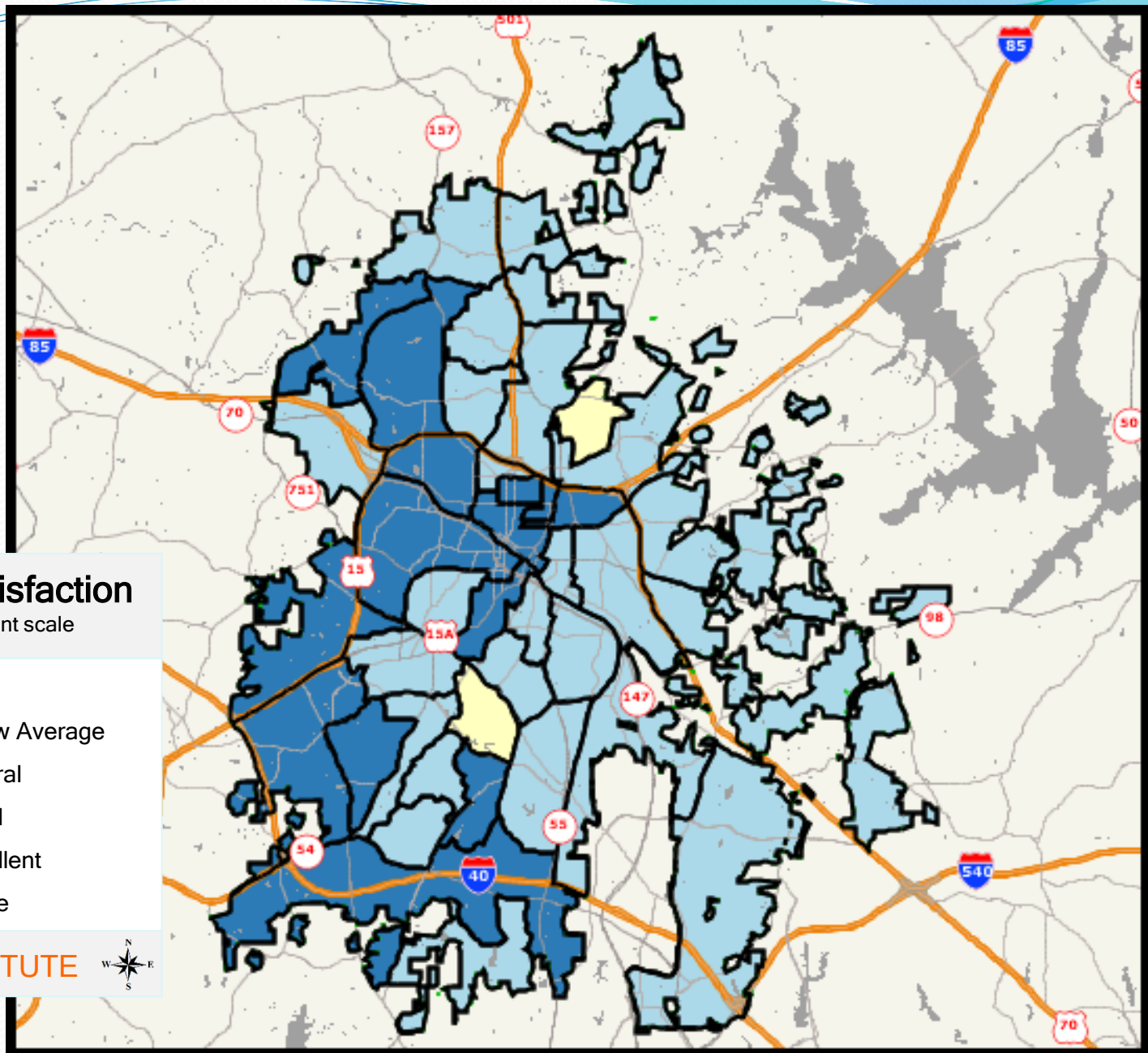
by percentage of respondents (excluding NA)



Source: ETC Institute (2020)

**Most Services Get High Ratings. Public Schools and Transportation-Related Issues (Street Maintenance, Pedestrian Facilities) Are the Only Areas with Significant Levels of Dissatisfaction.**

# Rating the City as a Place to Live



# **Major Finding #2**

## **Trend Analysis**



# Trends

## Notable Satisfaction Increases Since 2019

- ☐ Ease of travel within Durham
- ☐ Appropriateness of City employees' response to residents
- ☐ Condition of neighborhood streets
- ☐ Courtesy of City employees
- ☐ How easy the City was to contact
- ☐ Feeling of safety when visiting parks

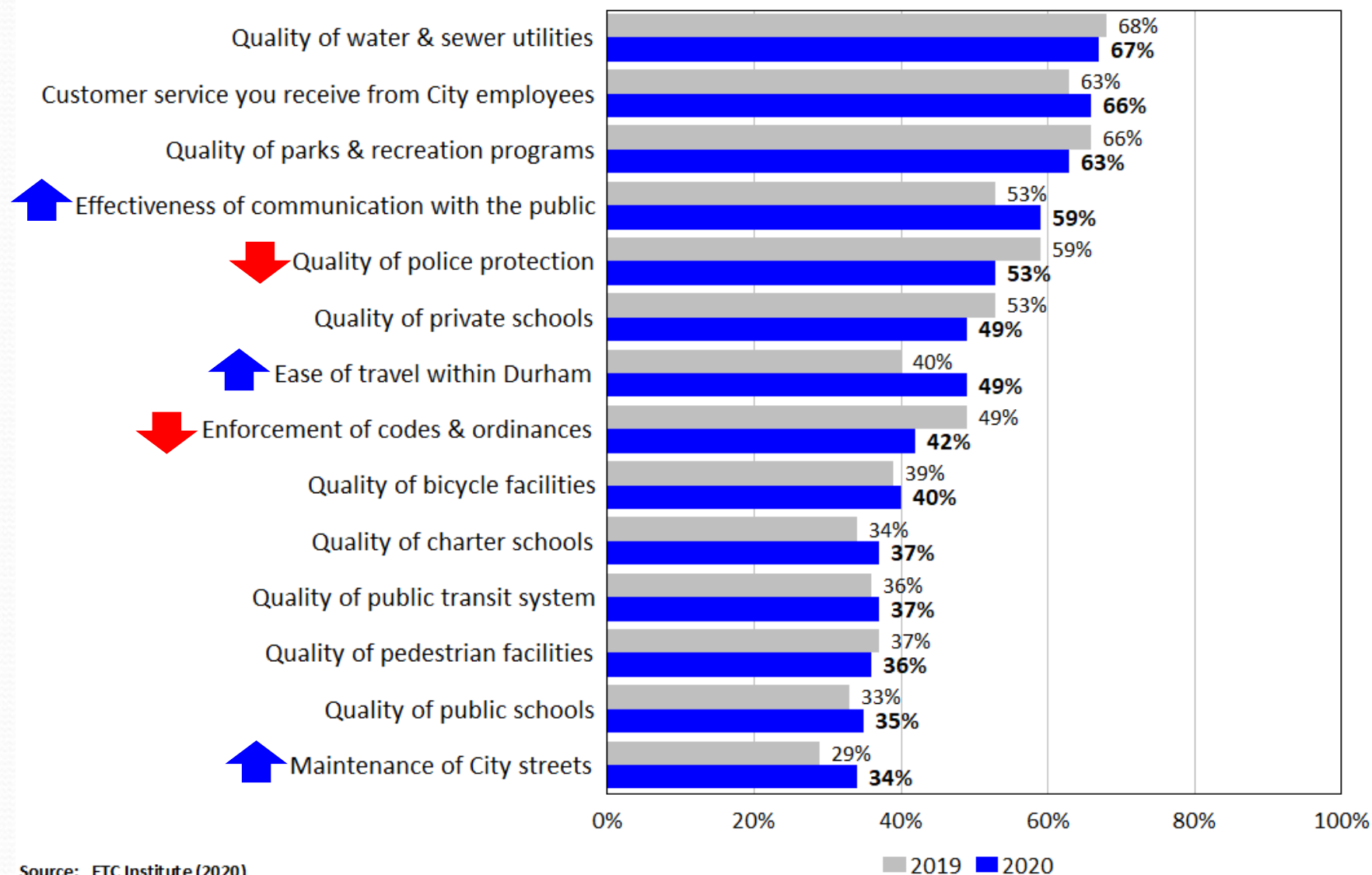
## Notable Satisfaction Decreases Since 2019

- ☐ Yard waste collection services
- ☐ Police relationship with the community
- ☐ Enforcing codes and ordinances
- ☐ Quality of Downtown parking facilities
- ☐ Outdoor athletic fields and courts
- ☐ Condition of aquatic facilities



# Trends: Q1. Satisfaction with Major Categories of City Services - 2020 & 2019

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



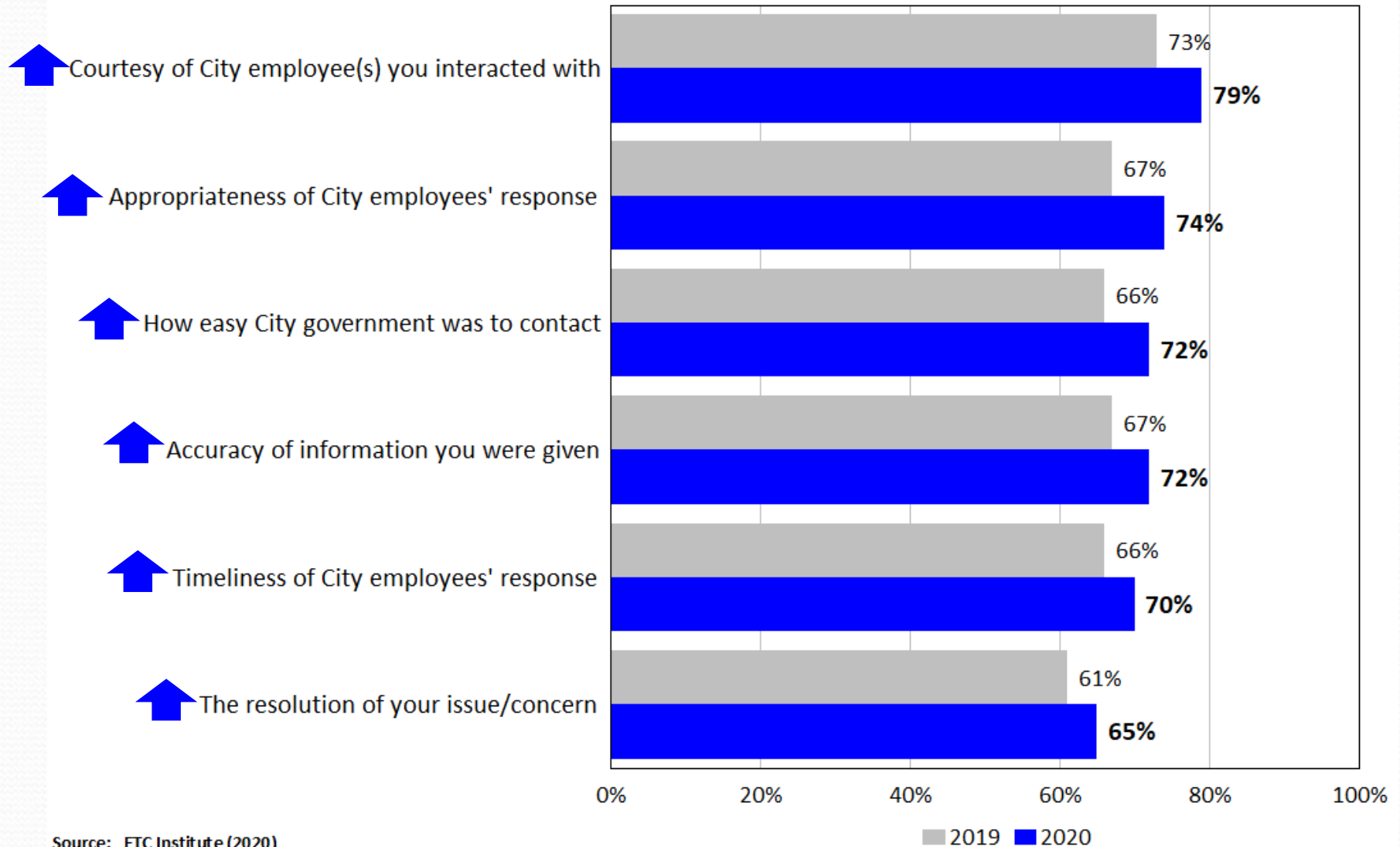
Source: ETC Institute (2020)

**Significant Increases From 2019:** ↑

**Significant Decreases From 2019:** ↓

# Trends: Q22d. Satisfaction with City Customer Service 2020 & 2019

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



**Significant Increases From 2019:**



**Significant Decreases From 2019:**



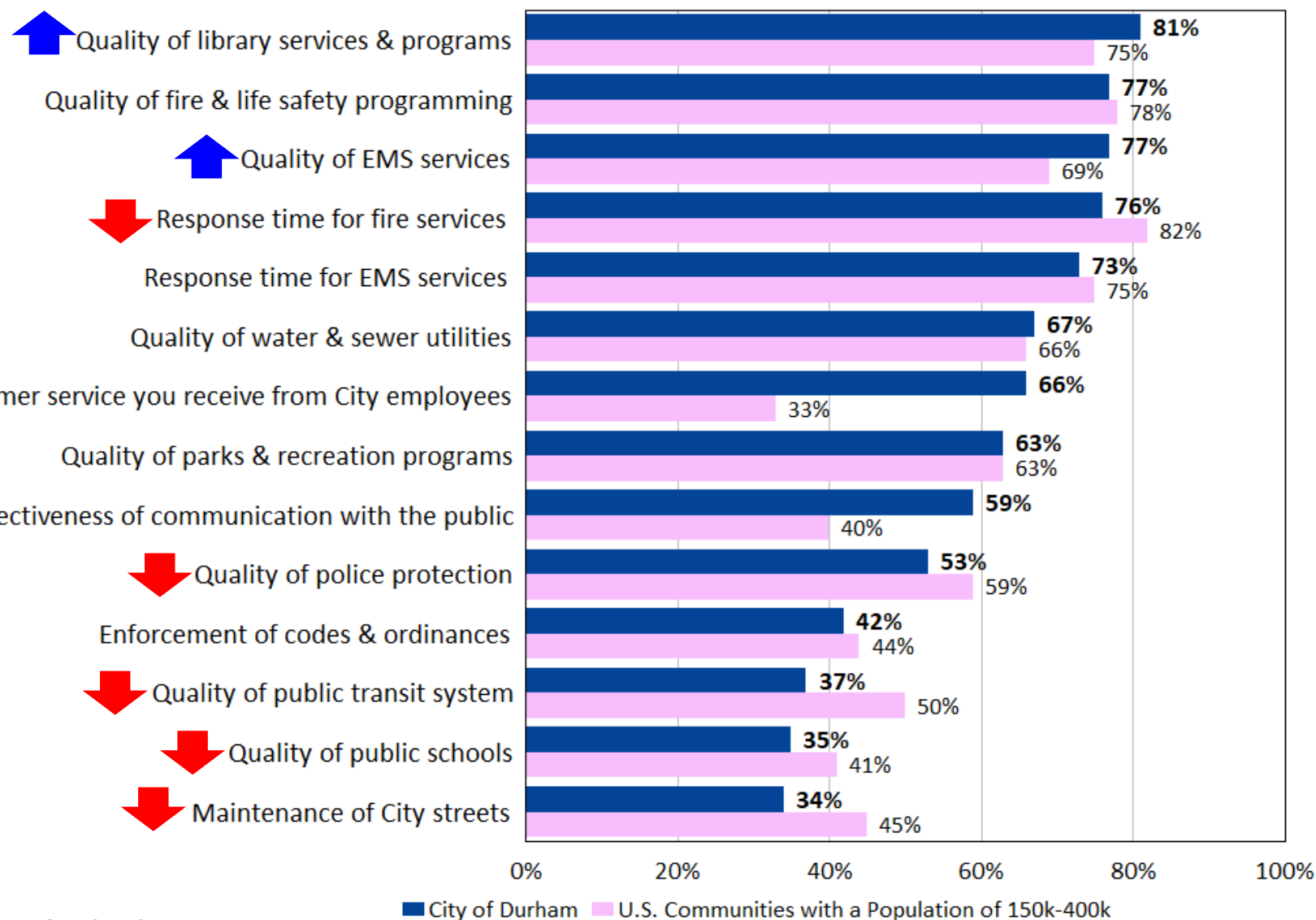
# **Major Finding #3**

**Comparisons to Other Communities**

# Benchmarking: Q1. Satisfaction with Major Categories of Services

## Durham vs. U.S. Communities with Population 150,000-400,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2020)

**Significantly Higher:**



**Significantly Lower:**

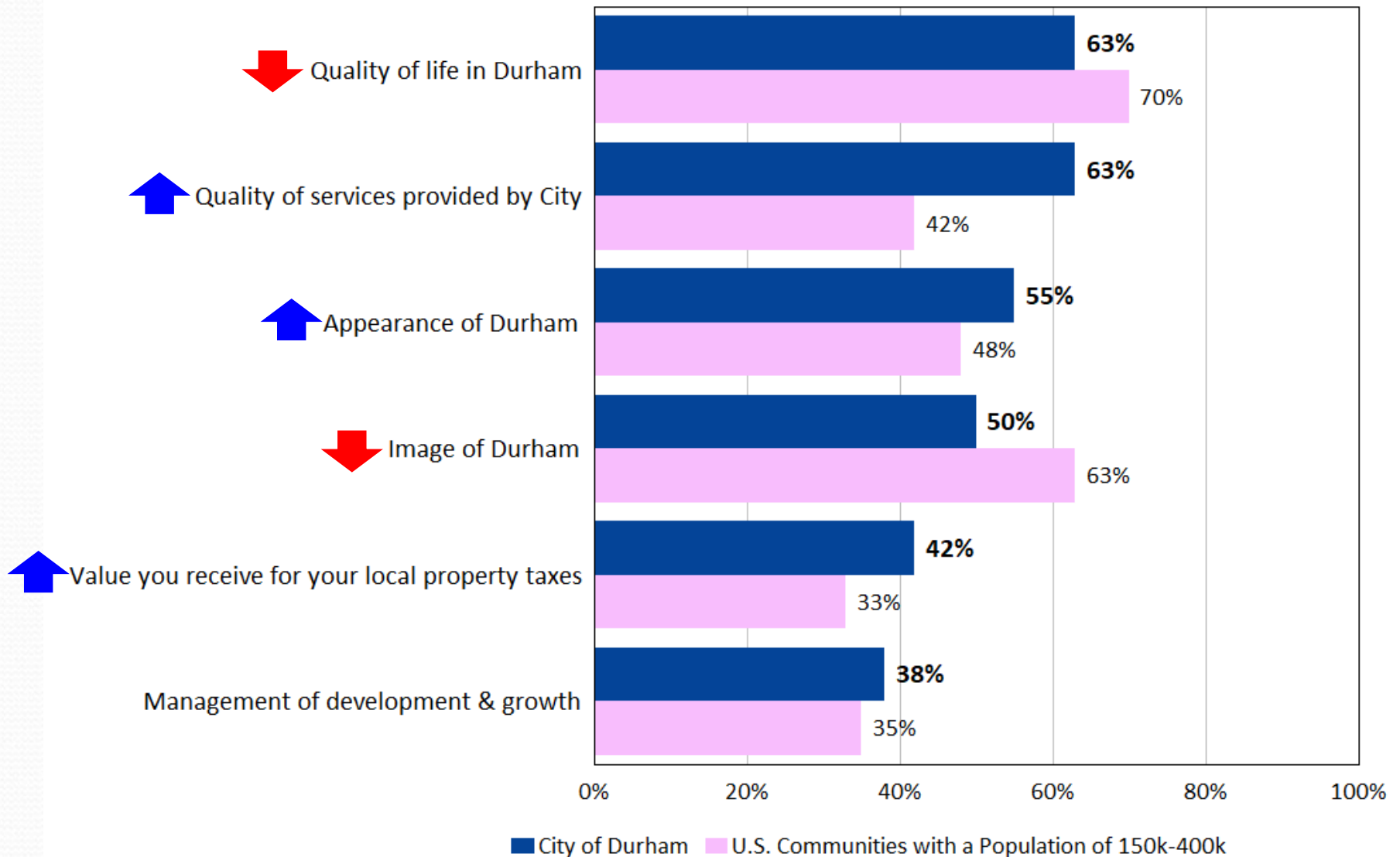




# Benchmarking: Q3. Perception of Durham

## Durham vs. U.S. Communities with Population 150,000-400,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2020)

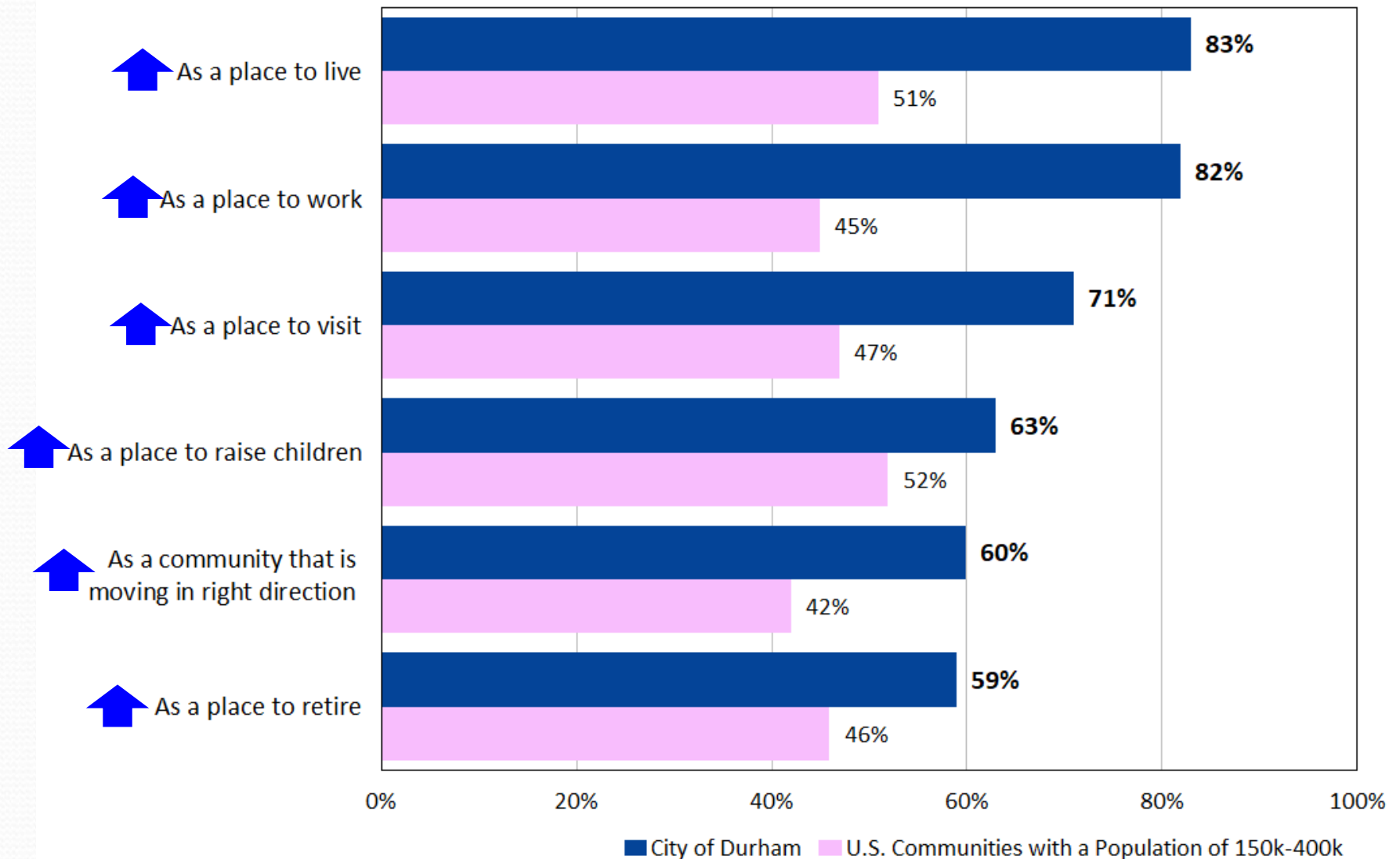
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Benchmarking: Q24. Overall Ratings of the Community

## Durham vs. U.S. Communities with Population 150,000-400,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2020)

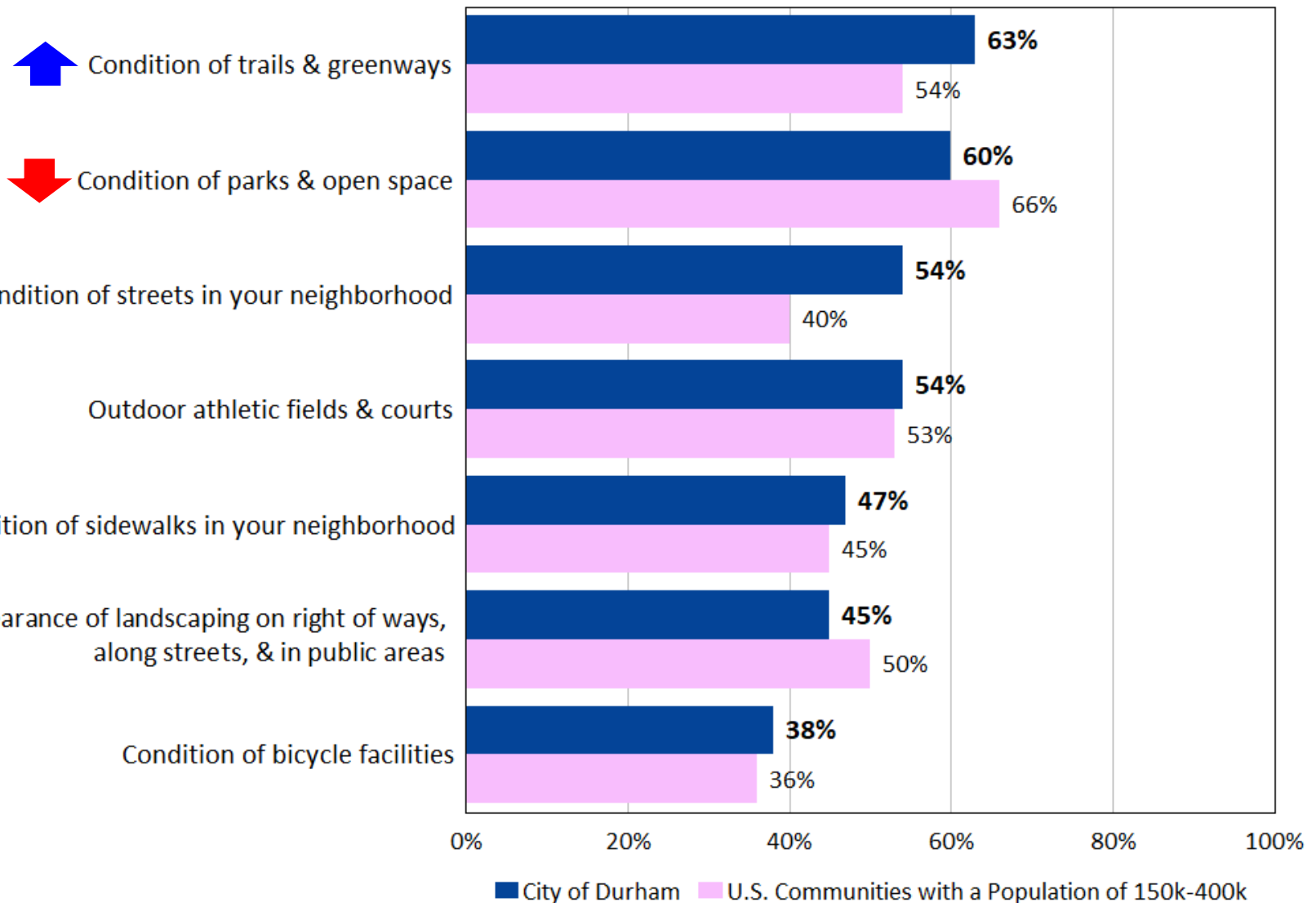
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Benchmarking: Q15. Satisfaction with City Maintenance

## Durham vs. U.S. Communities with Population 150,000-400,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2020)

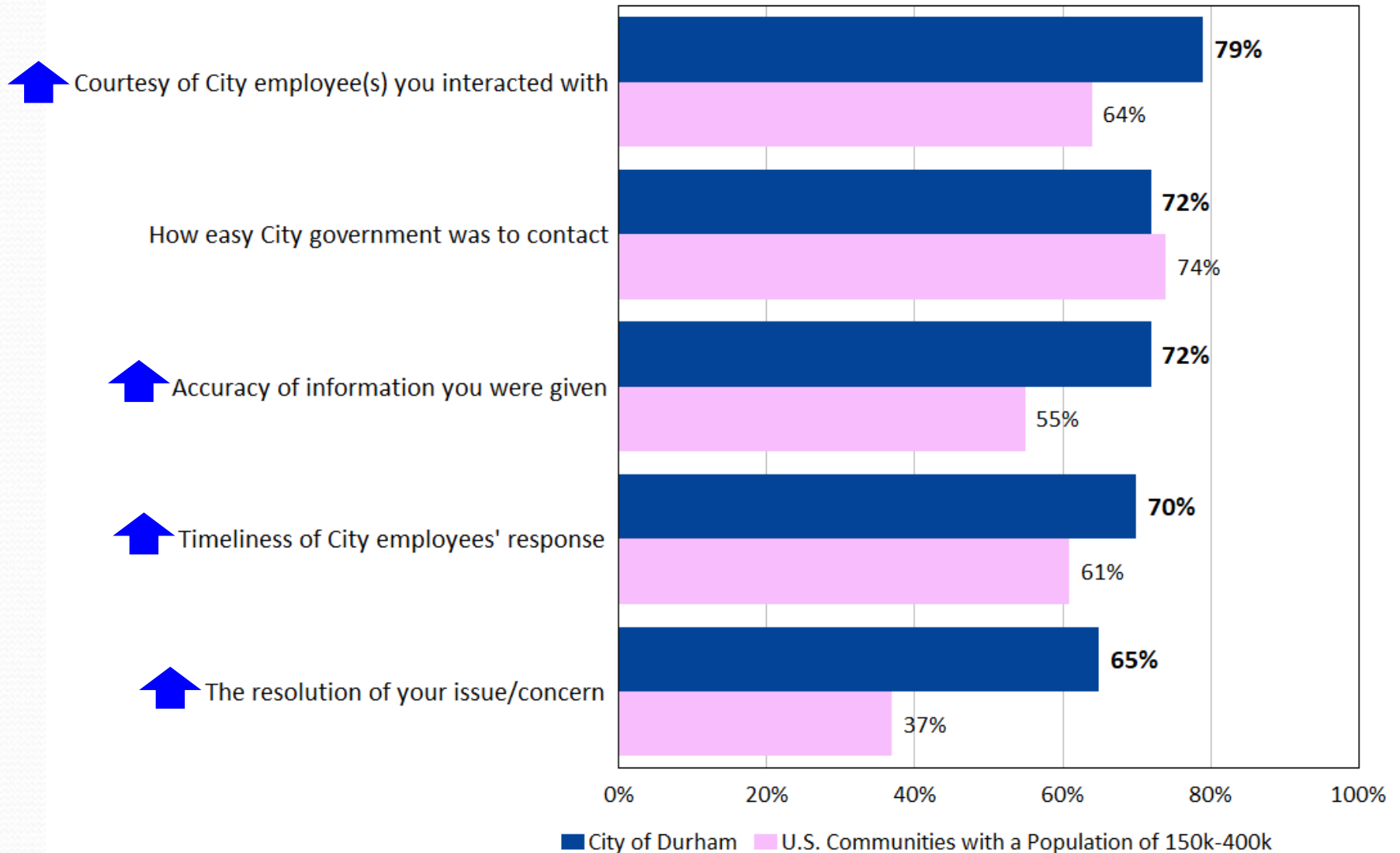
**Significantly Higher:** ↑

**Significantly Lower:** ↓

# Benchmarking: Q22d. Satisfaction with City Customer Service

## Durham vs. U.S. Communities with Population 150,000-400,000

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



Source: ETC Institute (2020)

**Significantly Higher:** ↑

**Significantly Lower:** ↓



# **Major Finding #4**

## **Top Priorities**

# Importance-Satisfaction Rating

## Major Categories of City and County Services

### Durham, North Carolina (City)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; 0.20)</u></b>						
Quality of public schools	41%	2	35%	23	0.2658	1
Maintenance of City streets	36%	3	34%	24	0.2377	2
Quality of police protection	50%	1	53%	11	0.2369	3
<b><u>High Priority (IS 0.10-0.20)</u></b>						
Quality of pedestrian facilities	16%	4	36%	22	0.1038	4
<b><u>Medium Priority (IS &lt; 0.10)</u></b>						
Quality of public transit system	10%	8	37%	21	0.0659	5
Quality of public health services	14%	5	53%	12	0.0654	6
Quality of bicycle facilities	10%	9	40%	18	0.0604	7
Ease of travel within Durham	12%	6	49%	15	0.0602	8
Quality of sheriff protection	12%	7	50%	13	0.0581	9
Durham County Department of Social Services	8%	12	39%	19	0.0497	10
Enforcement of codes & ordinances	7%	13	42%	17	0.0382	11
Quality of water & sewer utilities	10%	10	67%	6	0.0331	12
Quality of parks & recreation programs	8%	11	63%	9	0.0307	13
Effectiveness of communication with the public	6%	14	59%	10	0.0235	14
Quality of tax administration services	2%	20	49%	16	0.0118	15
Quality of fire & life safety programming	5%	15	77%	2	0.0116	16
Customer service you receive from City employees	3%	18	66%	7	0.0095	17
Quality of charter schools	1%	22	37%	20	0.0088	18
Quality of EMS services	3%	17	77%	3	0.0075	19
Quality of library services & programs	4%	16	81%	1	0.0074	20
Response time for EMS services	2%	19	73%	5	0.0066	21
Customer service you receive from County employees	1%	23	63%	8	0.0049	22
Response time for fire services	2%	21	76%	4	0.0041	23
Quality of private schools	0%	24	49%	14	0.0000	24

Overall Priorities: 

# Importance-Satisfaction Rating

## City Maintenance

### Durham, North Carolina (City)

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<b><u>Very High Priority (IS &gt; 0.20)</u></b>						
Condition of public school facilities	43%	1	33%	12	0.2892	1
<b><u>High Priority (IS 0.10-0.20)</u></b>						
Condition of streets in your neighborhood	42%	2	54%	4	0.1944	2
Condition of parking	29%	4	38%	9	0.1813	3
Condition of sidewalks in your neighborhood	31%	3	47%	7	0.1633	4
Appearance of landscaping on right of ways, along streets, & in public areas	26%	5	45%	8	0.1447	5
Condition of bicycle facilities	18%	8	38%	10	0.1138	6
<b><u>Medium Priority (IS &lt; 0.10)</u></b>						
Appearance of major entryways to Downtown Durham	18%	7	48%	6	0.0961	7
Condition of parks & open space	23%	6	60%	3	0.0923	8
Condition of recreation centers & facilities	12%	10	51%	5	0.0586	9
Condition of trails & greenways	15%	9	63%	2	0.0555	10
Condition of aquatic facilities	5%	11	37%	11	0.0308	11
Condition of public art	3%	12	63%	1	0.0123	12

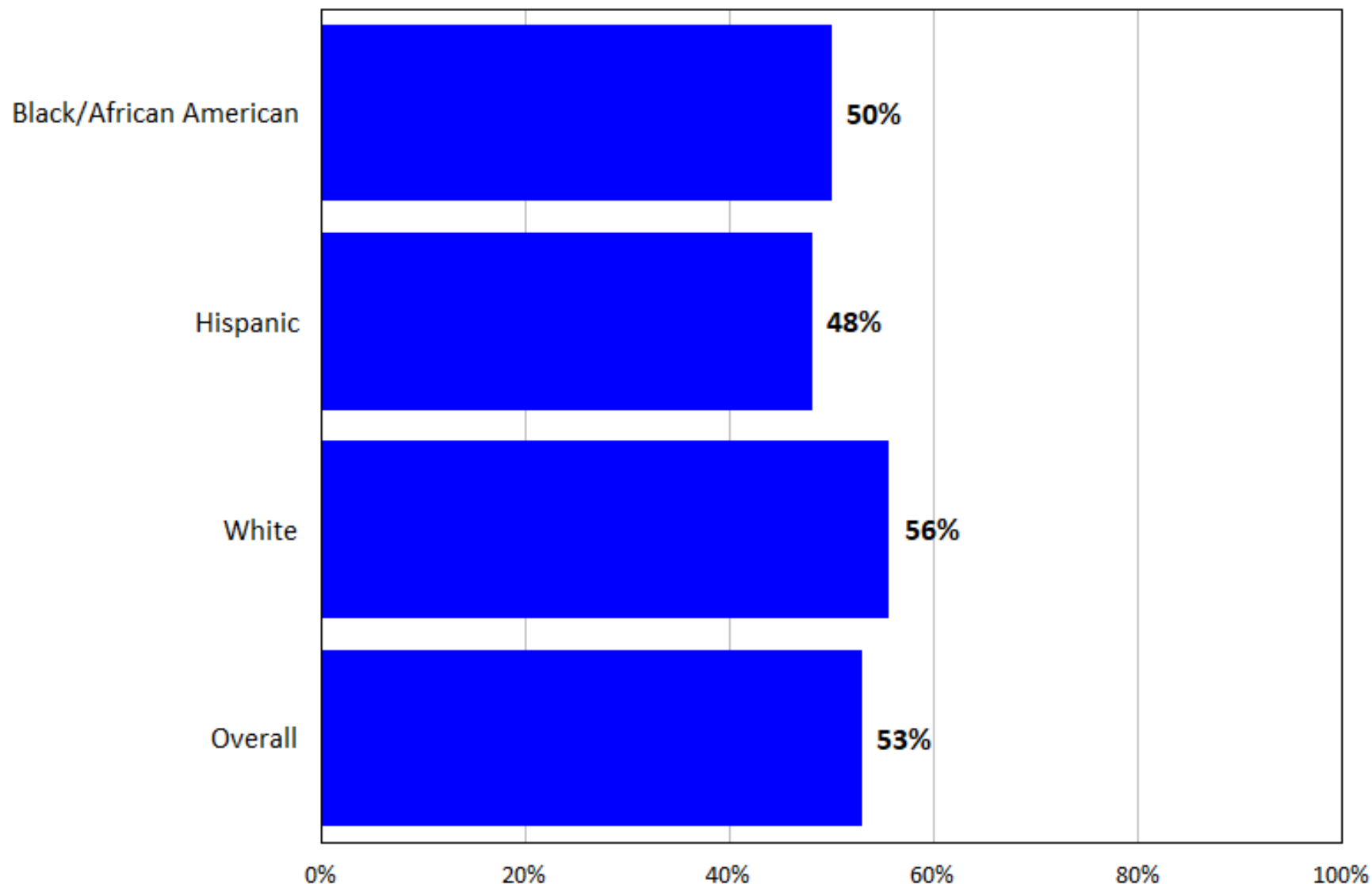
Maintenance Priorities: 

# **Major Finding #5**

## **Results by Race/Ethnicity**

## Q1-1. Overall Quality of Police Protection

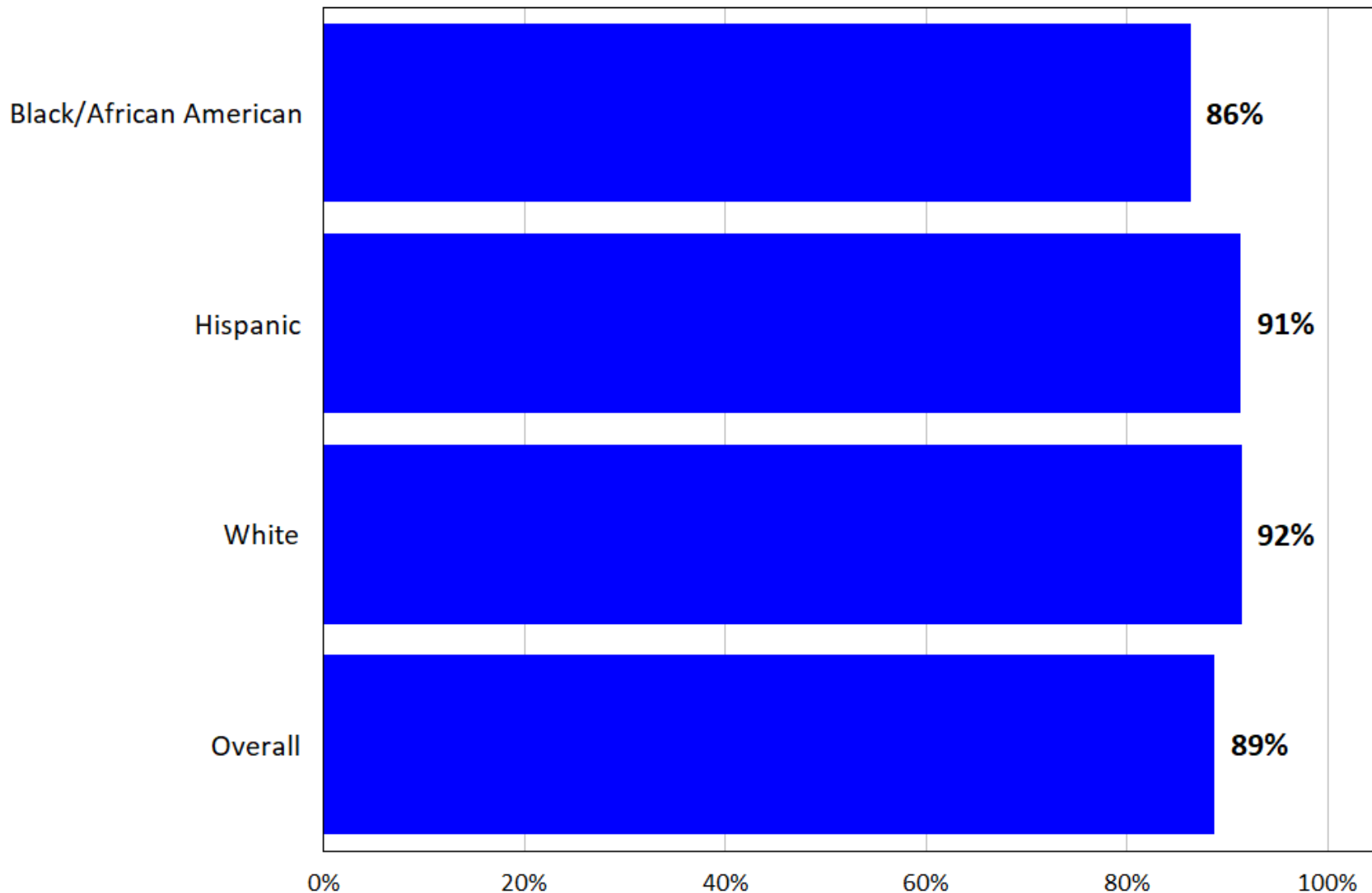
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)





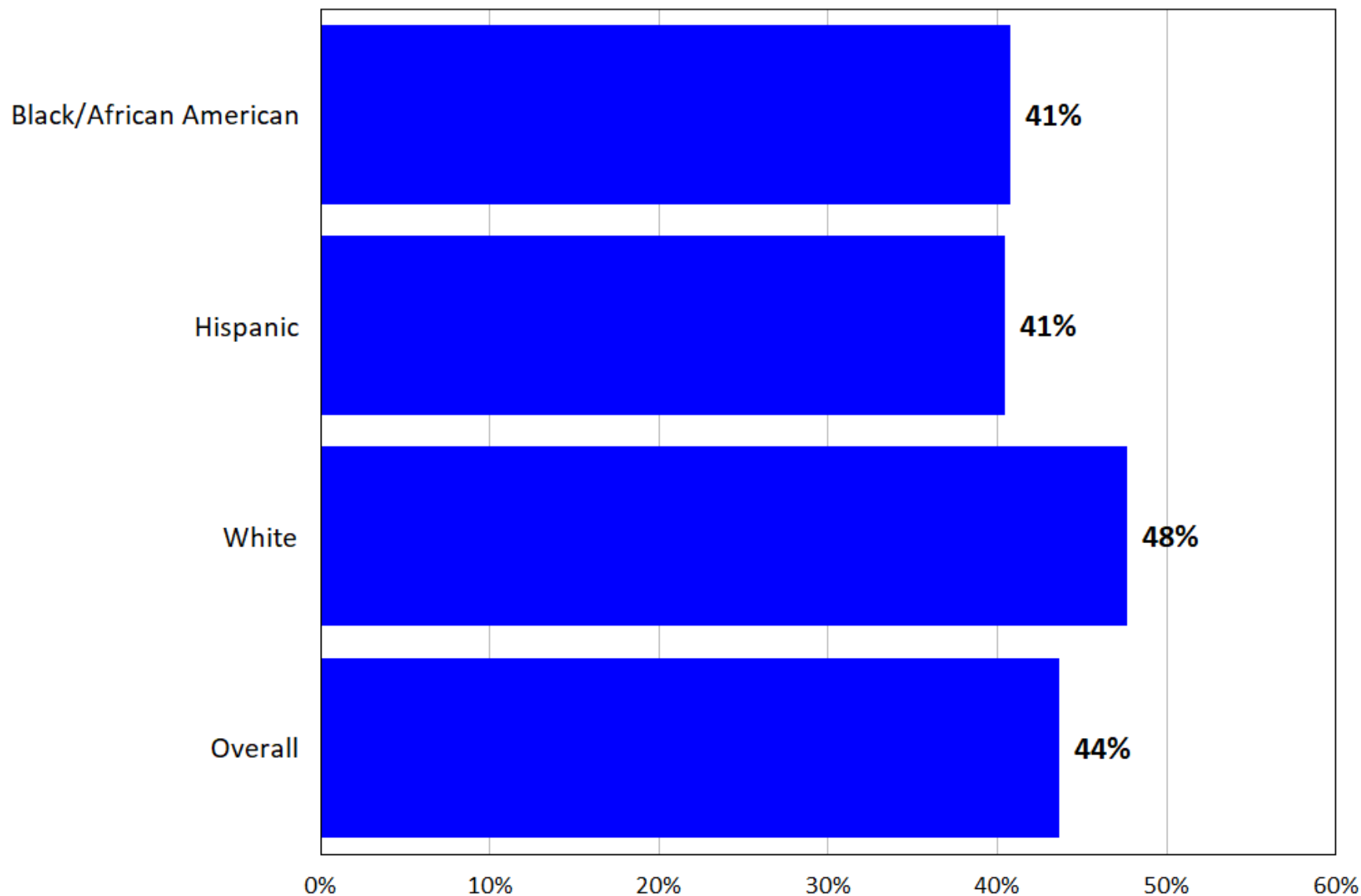
## Q9-1. Feeling of Safety When Walking Alone in Your Neighborhood at Night

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



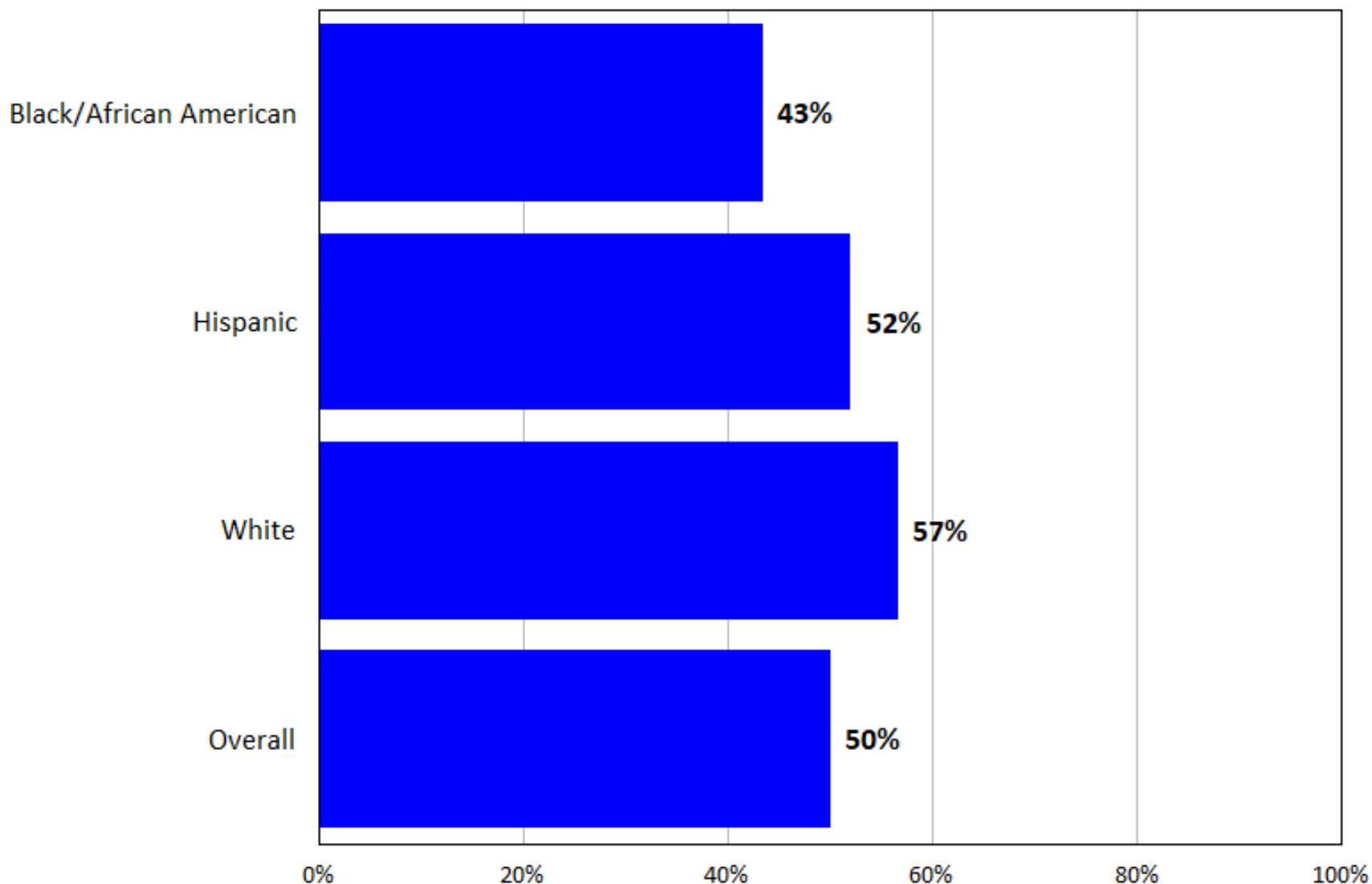
## Q9-4. Feeling of Safety In Durham Overall

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



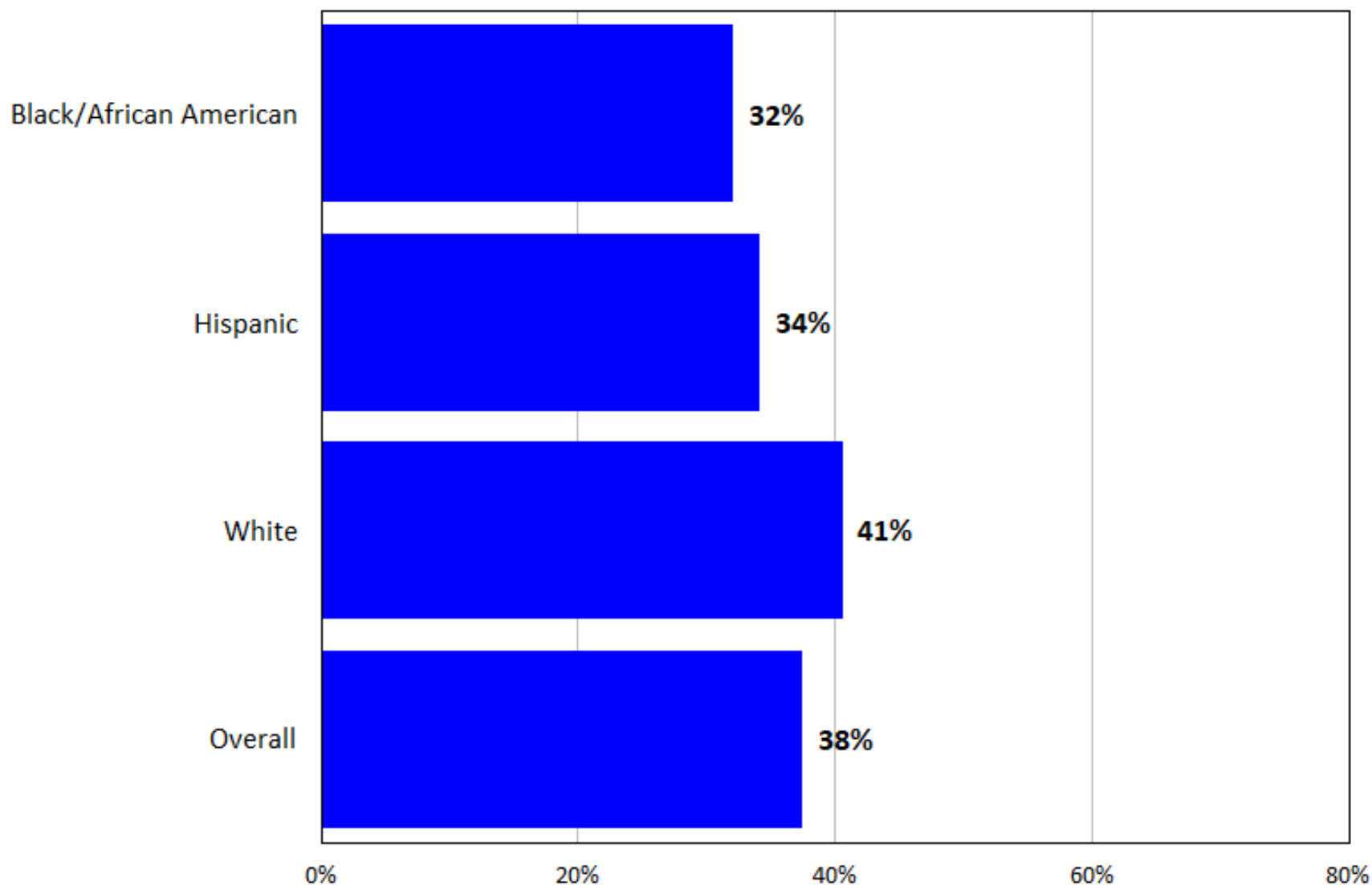
## Q10-1. Overall Police Relationship with Your Community

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



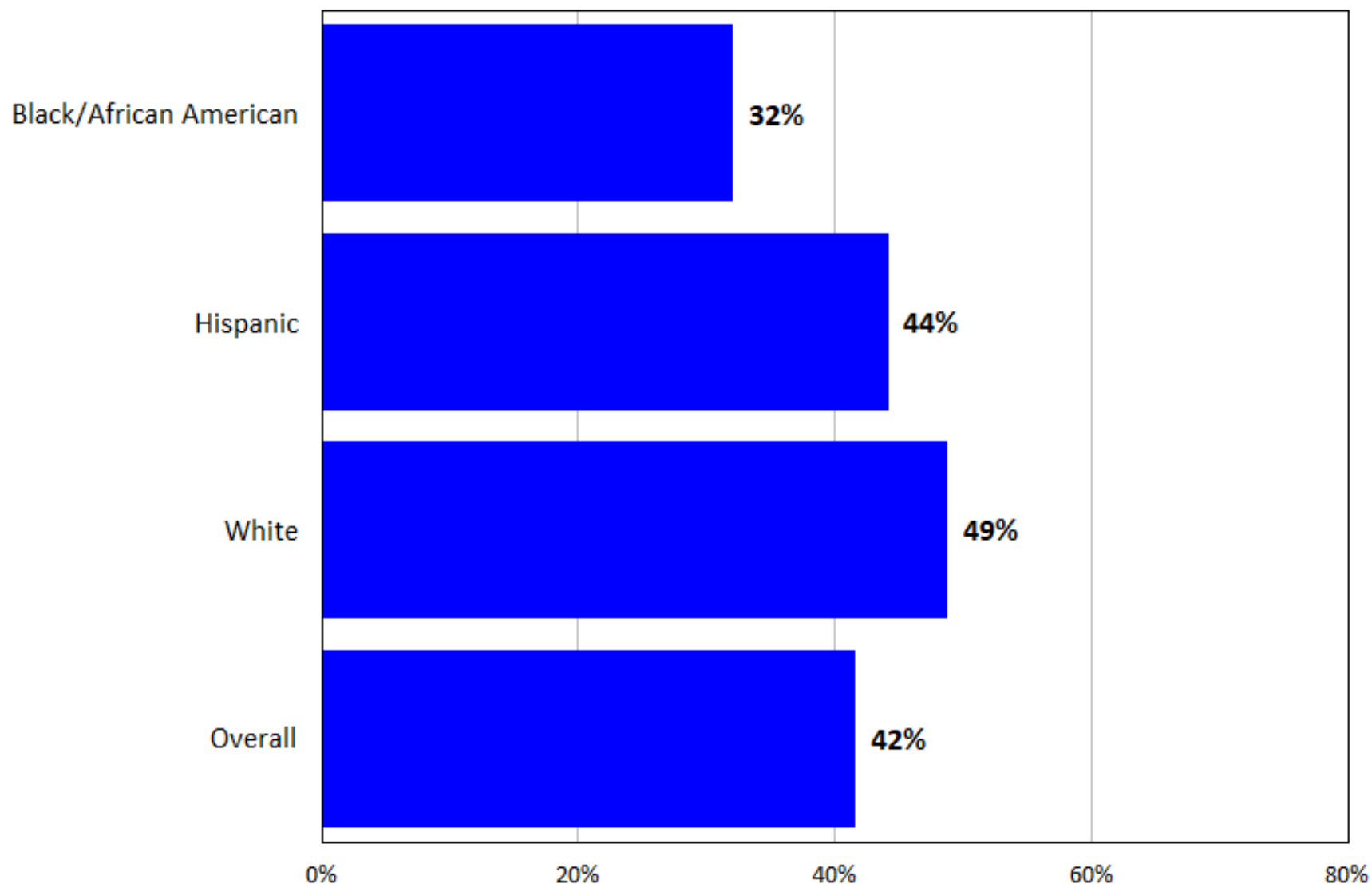
## Q14-1. Current State of Race Relations

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



## Q14-2. Progress Addressing Racial Equity

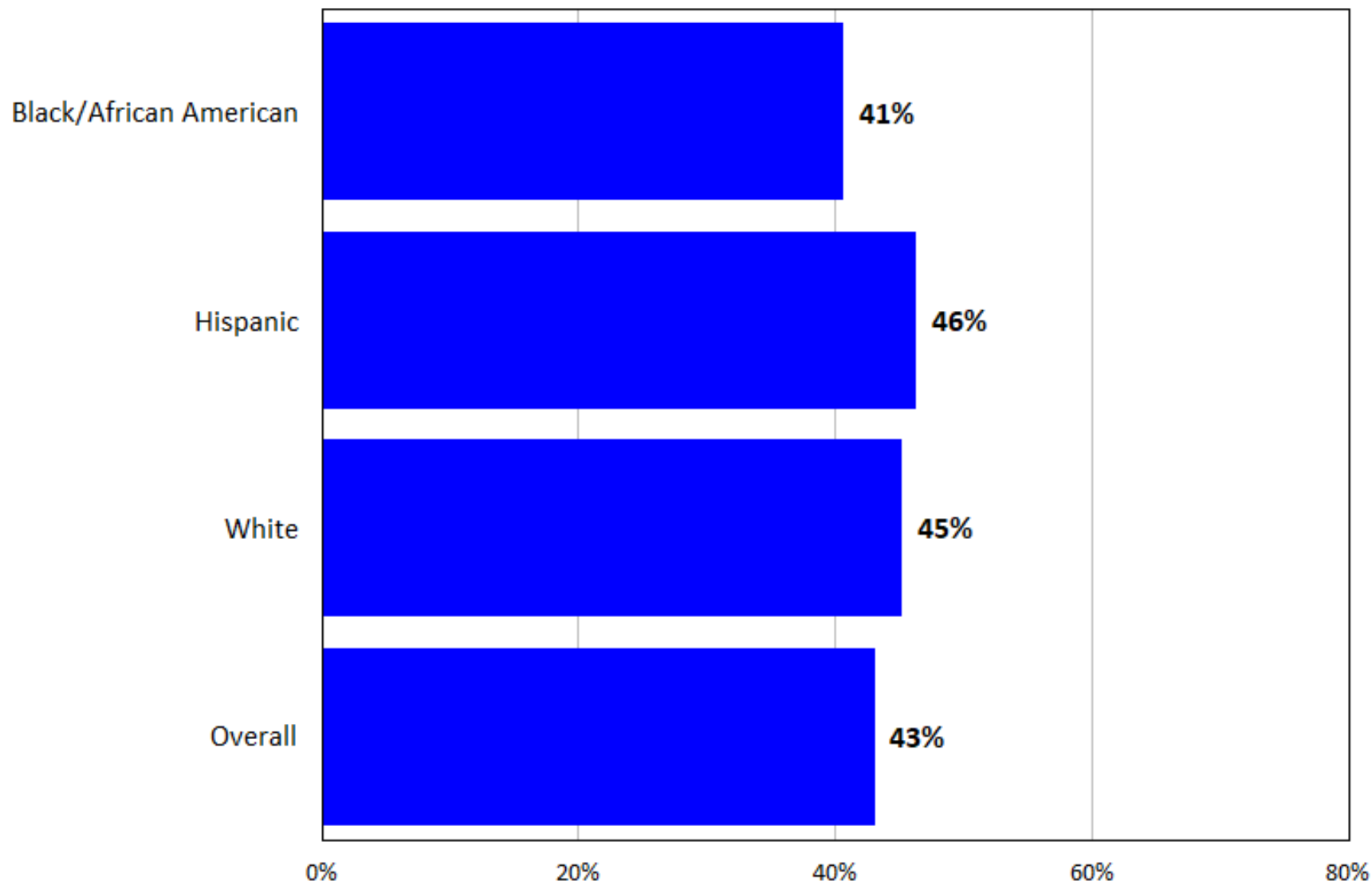
by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)





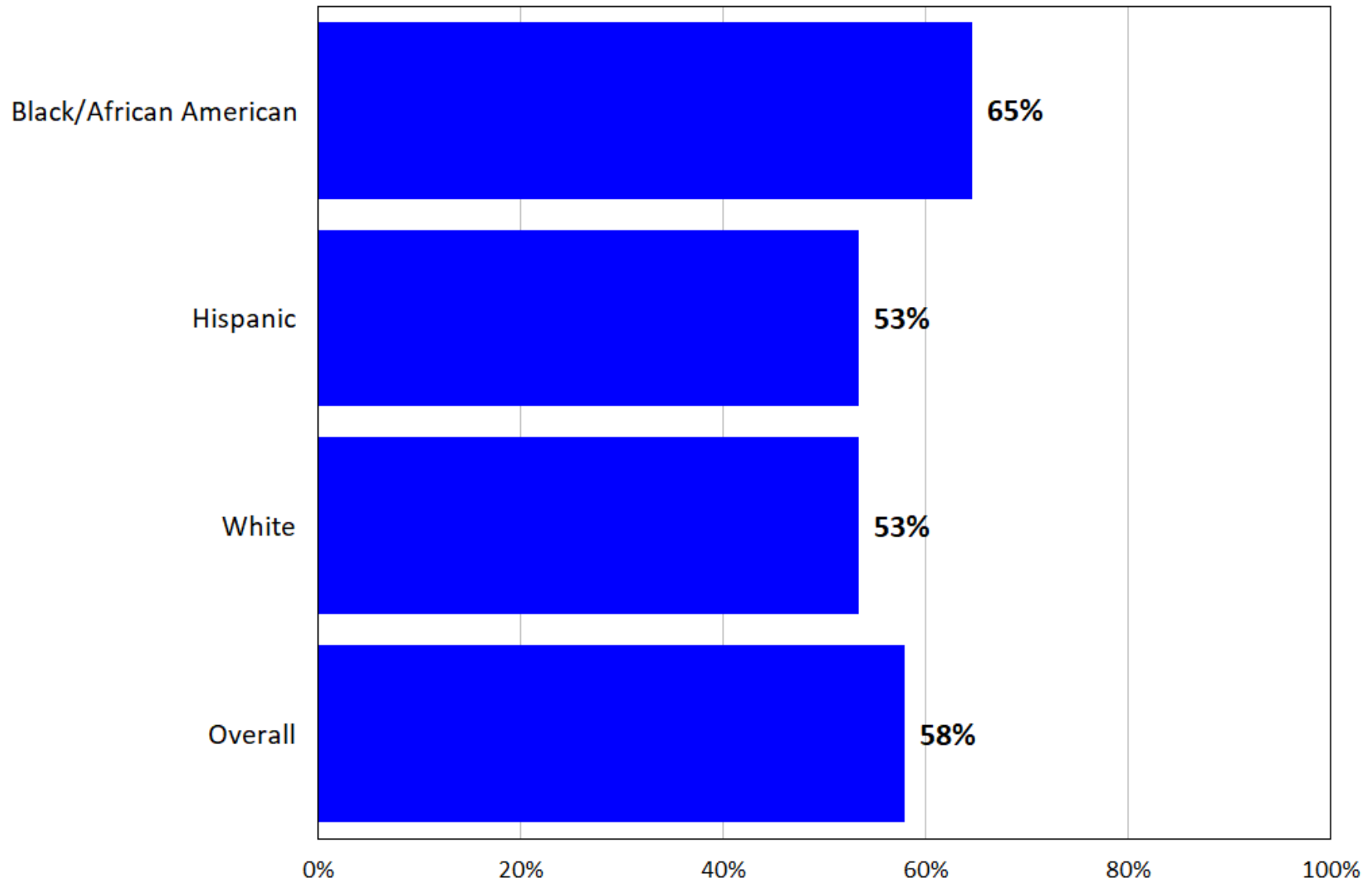
## Q22a-3. Your Experience Engaging with the City Government Process

by percentage of respondents who rated the item as a 4 or 5 on a 5-point scale (excluding NA)



## Q11. Dissatisfaction with the Availability of Affordable Housing

by percentage of respondents who rated the item as a 1 or 2 on a 5-point scale (excluding NA)



## Q25. Government Services That Should Receive the Highest Priorities for Increased Funding

by percentage of respondents (five choices could be made)

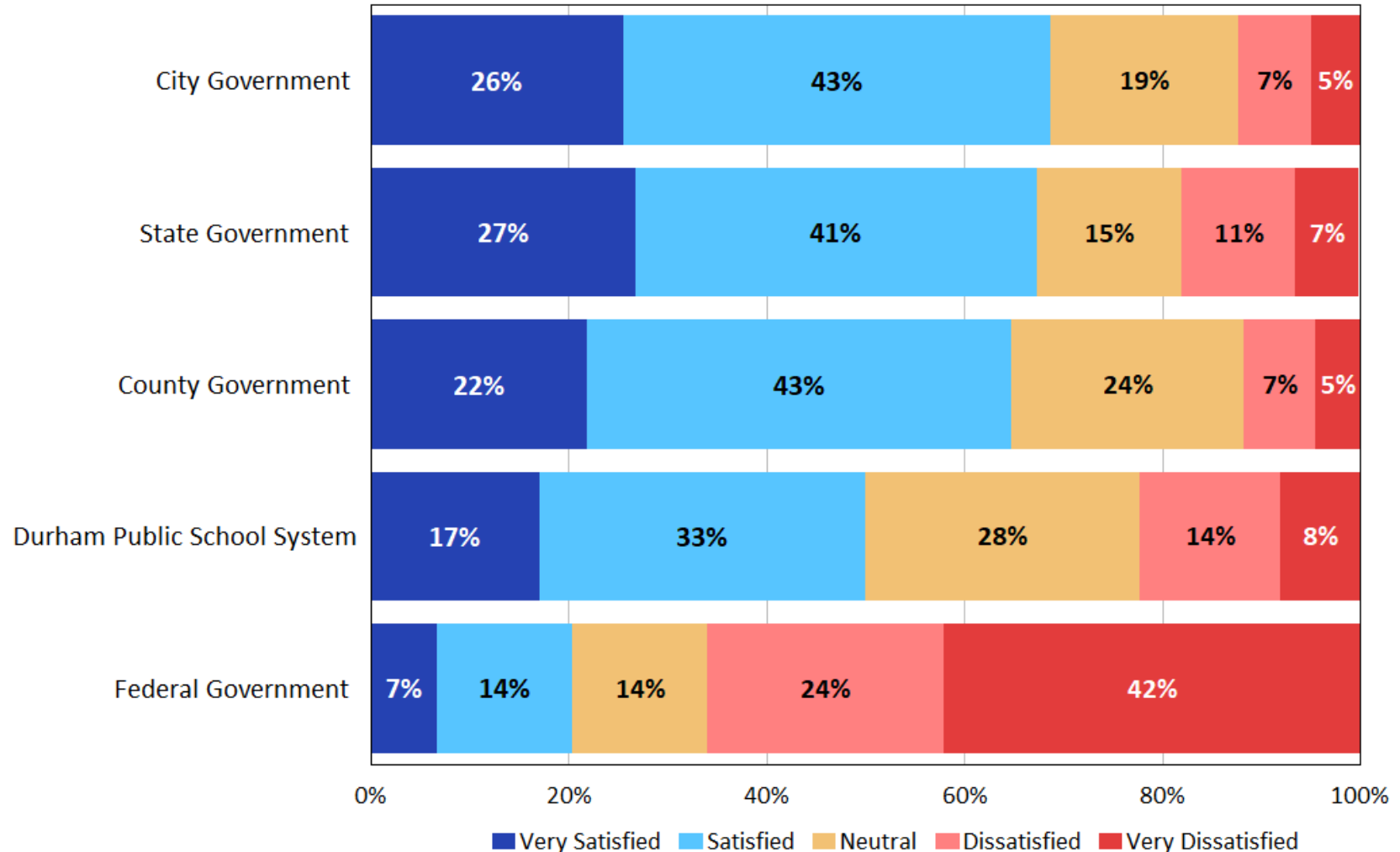
Rank	Black/African American	%	Hispanic	%	White	%	Overall	%
1st	Affordable housing	74%	Public school operations (teachers, salaries)	76%	Public school operations (teachers, salaries)	77%	Public school operations (teachers, salaries)	71%
2nd	Public school operations (teachers, salaries)	67%	Affordable housing	62%	Affordable housing	56%	Affordable housing	63%
3rd	Street maintenance	48%	Street maintenance	46%	Street maintenance	48%	Street maintenance	47%
4th	Job creation/training	48%	Social services	42%	Social services	42%	Job creation/training	41%
5th	Youth programming	47%	Job creation/training	39%	Youth programming	38%	Youth programming	41%

# **Major Finding #6**

**COVID-19**

## Q4. Satisfaction with How Government Reponded to the COVID-19 Pandemic

by percentage of respondents (excluding NA)



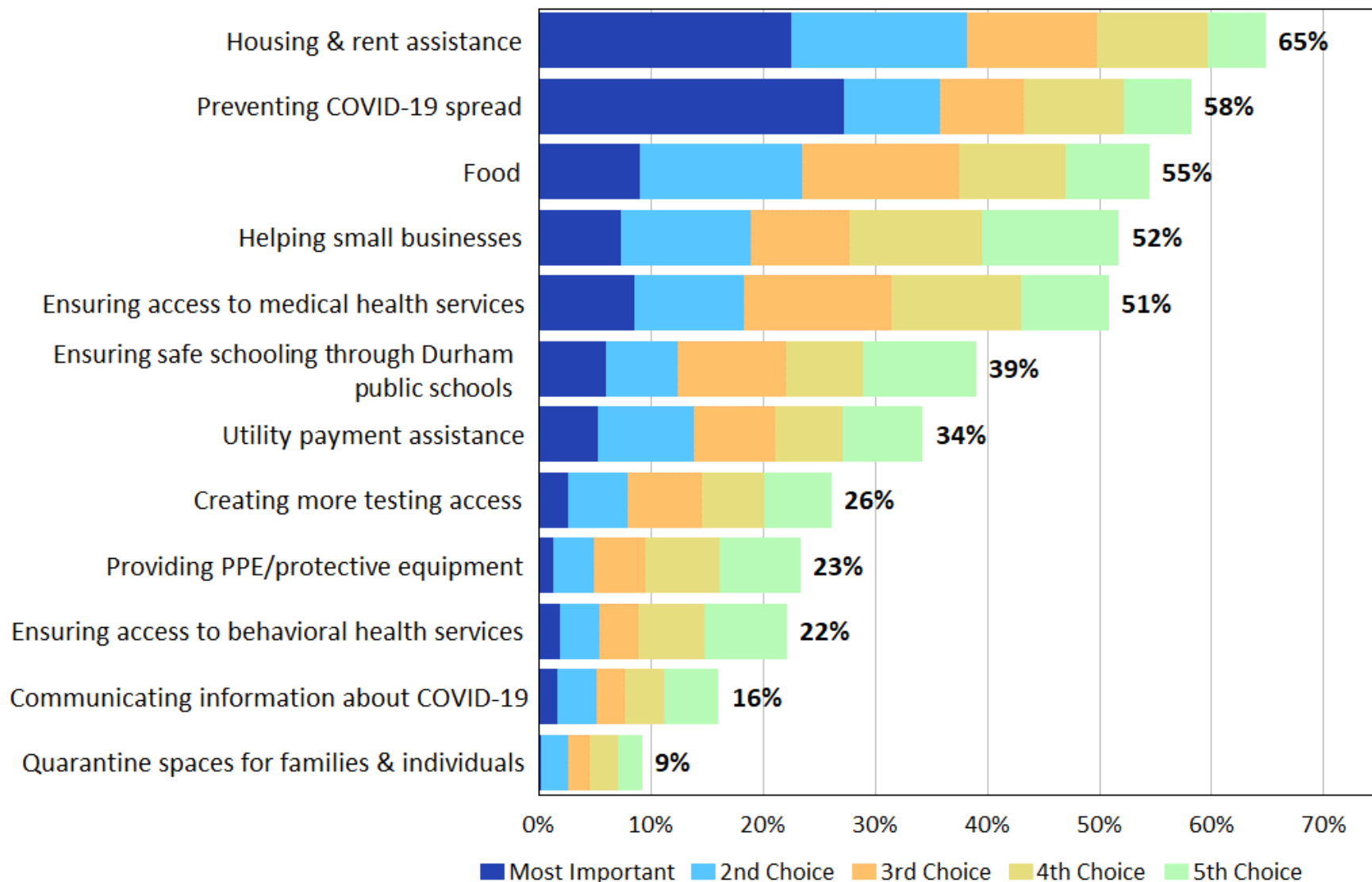
Source: ETC Institute (2020)

**69% Are Satisfied with the City's Response to COVID-19; Only 12% Are Dissatisfied**  
**Nationally, Only 37% Are Satisfied with Their City's Response to COVID-19**



## Q5. Areas Most Important for the City/County to Spend Resources on During the COVID-19 Pandemic

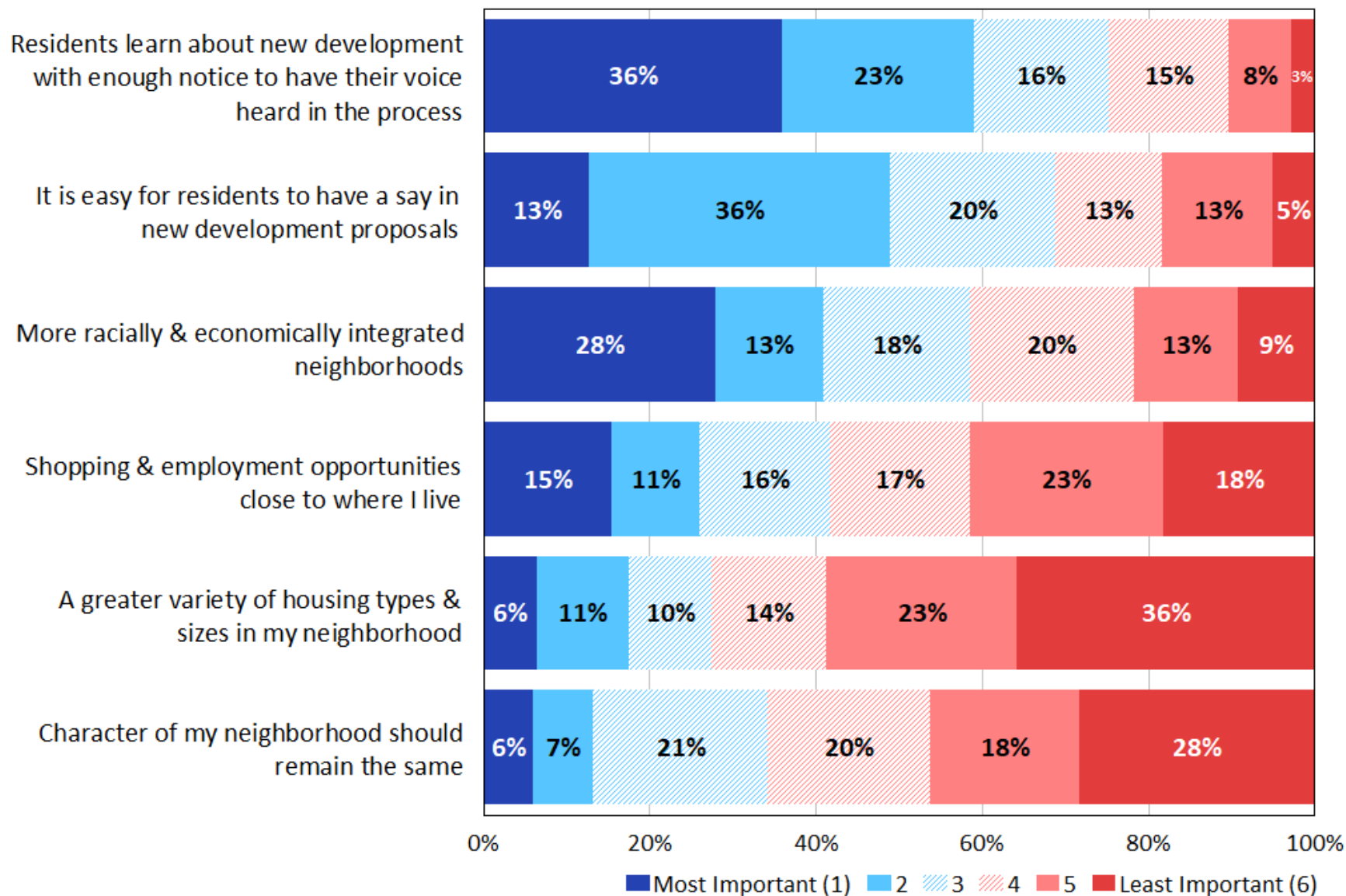
by percentage of respondents who selected the item as one of their top five choices



# ***Other Findings***

## Q20. Ranking the Importance of Planning Goals

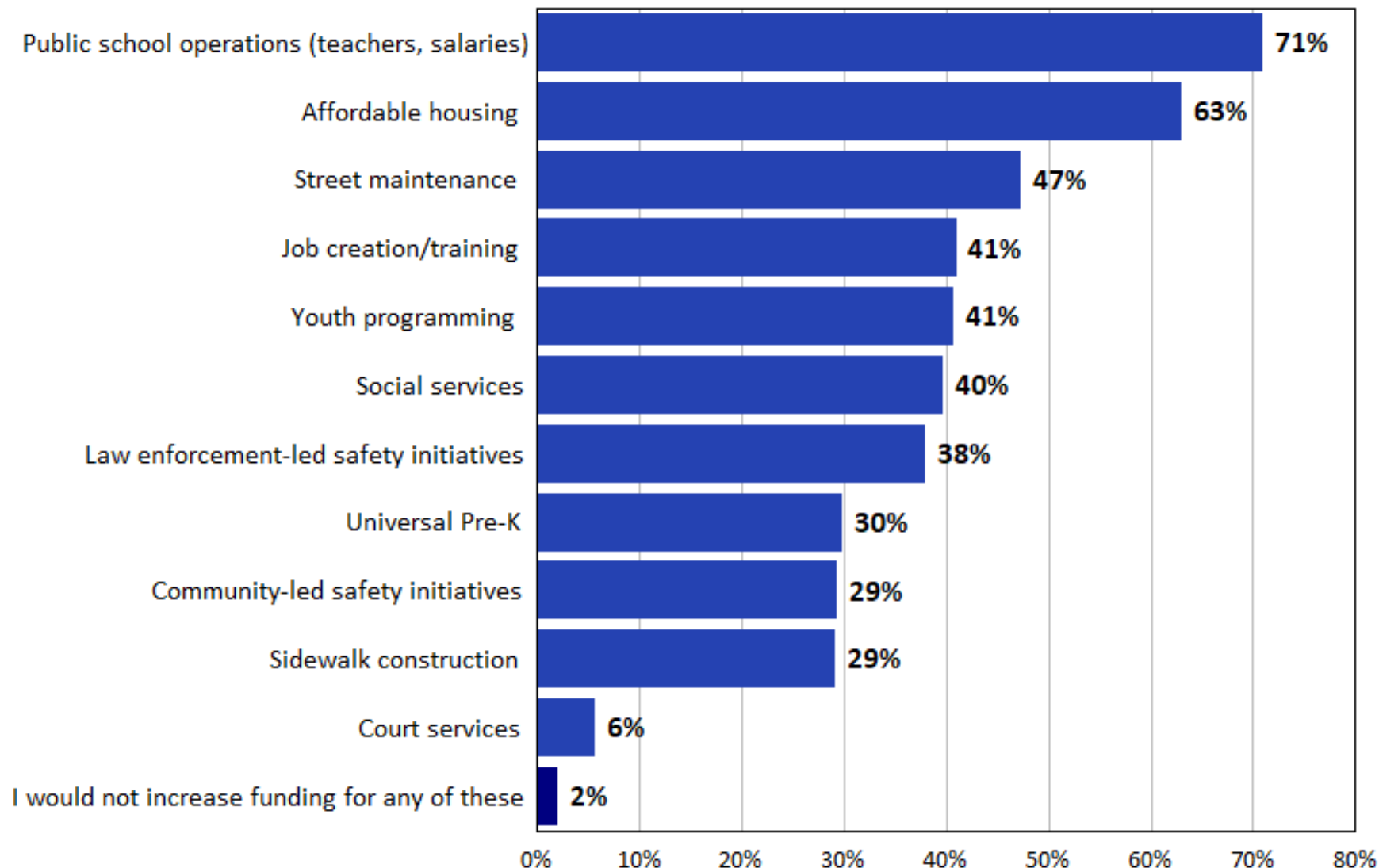
by percentage of respondents (without "not provided")



Source: ETC Institute (2020)

## Q25. Government Services That Should Receive the Highest Priorities for Increased Funding

by percentage of respondents (five choices could be made)



Source: ETC Institute (2020)

# *Summary*



# Summary

- **Residents Have a Positive Perception of the City**
  - ❑ 83% rated the City as an excellent or good place to live
  - ❑ 76% are satisfied with the overall quality of life in their neighborhood
- **Satisfaction Ratings Are Similar to 2019**
- **Durham Rates 21% Above the Average for Large Cities in the Overall Quality of City Services**
- **Durham Rates 33% Above the Average for Large Cities in Customer Service from City Employees**
- **Overall Priorities Over the Next 2 Years:**
  - ❑ Public Schools
  - ❑ Maintenance of City Streets
  - ❑ Police Protection

# Questions?

## THANK YOU!!